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U. S. Department of Agriculture.



Lakeview Strawberry

*Strawberries, Rasp-
berries, Blackberries*

Farms

*Grapes and Other
Small Fruit Plants*

Henry Emlong & Sons, Stevensville, Mich.

General Instructions to Customers

When writing please sign your name plainly. Be sure to give your postoffice, county and state.

Use order sheet and return envelope, fill out carefully, and much delay and trouble will be avoided. All orders are acknowledged immediately upon receipt.

References. We refer you to the Postmaster or Express Agent of Stevensville, Union Banking Co. or Commercial Bank of St. Joseph, Mich.

How to Send Money. By check, bank draft, express money order, postoffice order or registered letter.

Terms. Cash with order, or part cash, balance before shipment, all are at liberty to investigate our reliability.

We prefer to make no shipments C. O. D., but will ship this way, if you so desire, when twenty-five per cent of the amount accompanies the order.

Complaints. If any, must be made immediately upon receipt of goods, or cannot be allowed. We will then investigate quickly, making things right at once if the fault is ours. Please remember that we are never responsible for more than the first cost of the goods.

Substitution. We do not substitute one variety for another without your permission. It is our aim to grow enough stock so that we can supply any amount of the variety wanted.

Please Order Early. If not prepared to send all the money, send a part. Your order will then be booked; the balance before shipment. As all orders are booked in rotation as received, it is to your advantage to order early.

Methods of Shipment. Express is the safest and all things considered the best way of shipping plants. Plants go for twenty per cent less by express than merchandise. We have the Adams Express Company. We guarantee plants to arrive in good growing condition, if shipped by express.

Plants in small quantities will be shipped parcels post if the purchaser so desires, with an extra charge of twenty cents per 100 plants to cover postage.

Packing. All goods at prices quoted are packed free of charge. We use the utmost care in packing, packing everything ourselves, using slatted crates for strawberry plants, and barrels and boxes for the cane plants. Special pains are taken to pack lightly, thereby reducing transportation charges.

Plant Inspection. Our plants are inspected by the Horticultural Inspector appointed by L. R. Taft, who is State Inspector of Nurseries and Orchards. A Certificate of Nursery Inspection accompanies each shipment, which insures you that the plants are free from all dangerous plant diseases.

Shipping Season. Our shipping season commences as soon as the frost is out of the ground and continues until the early part of May. If plants are required in the fall we can ship any time after October 1st, as our plants are fully matured by that date.

Care of Plants When Received. If the ground is not ready for planting when the plants arrive, you will find the following a very easy method for preserving them. Take each variety, a bunch at a time, cut strings, and spread thinly along the side of a shallow trench, then cover roots with dirt, not higher than the crown of the plants. Give partial shade and if the ground is dry, water roots only.

Soil. Almost any soil that will grow good field crops will grow good berries. We prefer a good, RICH, well drained sandy loam. Money spent for tile to carry off the surplus water in your berry fields will be the very best investment you can hope to make. Soil for setting fruit plants should be plowed deep, fall plowing preferred, and harrowed till all lumps are mashed and it is loose and level. In our thirty years of experience we have found that there is no fertilizer in existence that is as beneficial for the berry patches as good stable manure. We use ten or twelve loads to the acre on our propagating beds; that is one reason why our plants are so much larger and thrifty than those grown on old run down ground. Fruit plants more than any other crop need rich ground, and respond quickly to good care and fertilization.

Setting Strawberry Plants. The ground should be rolled or floated just before setting. We use a common garden spade for making the holes, which is done just ahead of the setting, not leaving them to dry out. In making the operator proceeds along the row, thrusting the spade in the center of the mark, spacing equal distances, according to the methods chosen. The spade should be given a slight motion away from the operator; when this is done you will have a hole that will readily receive the plants. Hold plant in hole with hand and close hole with foot, then press firmly (with feet) on both sides.

Varieties marked (P) are "Pistillate" and should have every third row set to some staminate variety for fertilizer. Varieties marked (S) are "Staminate" and are self fertilizing. Set early staminates with early pistillates, and late with late, etc.

Cultivation. The plants should be cultivated immediately after they are set. Care should be taken that the roots of the plants are not disturbed or the crown is not covered; cultivate as shallow as possible. Early cultivation is essential in that it closes all pores near the plants also it preserves the moisture if the weather is dry. The blossoms should be removed from all spring set plants, and the runners removed until after the first of July.

CERTIFICATE OF NURSERY INSPECTION NO. 2505

This is to certify that I have examined the Nursery stock of Henry Emlong & Sons, Stevensville, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after August 1, 1916.

L. R. TAFT,
State Inspector of Nurseries and Orchards.



Our Greeting to Berry Growers

First of all we wish to express our gratitude to our friends and customers for the splendid patronage accorded us during the past season. It has been proven beyond a doubt that our strong, healthy plants and SQUARE DEALING methods are winning customers for us in every section of the country.

A word of introduction may be appropriate here. Henry Emlong, the founder of our business, commenced growing Strawberries for market in 1880, at our present location in Southwestern Michigan, in what is now called "The Great Fruit Belt of Michigan." In 1888 we commenced growing plants for other dealers. Since then we have founded our present business and are now dealing direct with the grower. This fact alone means a great deal to you, as you get your plants direct from the grower, where your orders are promptly filled with plants that are dug from day to day as needed. We dig up the whole row and all poor stuff is discarded; you get nothing but the best from us. You can be assured of getting fresh dug stock, no matter when your order is received.

After fruit became more generally grown throughout the United States berry growers and plant buyers were not slow in discovering the fact that fruit plants grown in the "Michigan Fruit Belt" were far superior to plants grown in other sections of the country. That is why more fruit plants are shipped from Berrien County, Michigan, than from any other

county in the United States. Following are the reasons why our plants are wanted in every nook and corner where fruit is grown: The climate is ideally perfect for the growth of fruit plants. We have frequent showers during the growing months, and are never troubled with the long drouths that are so damaging to other sections of the country. Last, but not least, is the fact that our soil is particularly adapted to the growth of fruit plants; it equips our plants with the most perfect root system imaginable. You cannot get plants from other sections of the country that have those long, fibrous roots for which our plants are famous. It is those long, fibrous roots that enable us to ship them long distances and have them look so fresh and vigorous after they reach you. It is also those strong, fibrous roots that start the plants to growing as soon as you have set them out.

We do not pretend to grow the "VERY BEST" plants, but we guarantee our plants to be as GOOD as the best, regardless of where you get them or what you pay. Neither do we pretend to be the largest growers, and we know that this fact is to the advantage of our customers, as interested parties are always looking after your best interests, and this is impossible for the largest grower, as he must leave important work for disinterested parties.

When you pay more than we ask for plants you are paying for something that does not exist. Some dealers will tell you that good

plants cannot be bought less than their prices. Give us your order this season and we will prove to you conclusively that they can be bought for LESS.

We Can Save You Money. One of our customers wrote us as follows: "Please tell me how you can sell such wonderful plants at the price you charge. I have bought plants from several different nurseries, but have never received plants that could come up to the quality of yours, although I paid two or three times more than you ask for your plants." Perhaps you will wonder, as this gentleman did, how we can grow our grade of plants and sell them at our low prices. We will tell you how we can do it. We own our land, where all our plants are grown, and do all the work we can ourselves; above all we do our own packing, as we believe this to be the most important factor in pleasing our customers. Our plants will reach you in a good growing condition. We do all the hoeing, cultivating and planting pos-

sible, and hire competent, experienced help to assist us.

We keep our soil in the highest state of fertility possible; it is not set to Strawberries year after year, as this will wear out the best of land. It is well fertilized and we get three and four strong, healthy plants where we could not get one from old run down soil. That is one of the reasons why you get those wonderful plants at our reasonable prices.

You will see by a few of our testimonials appearing in this catalog that we have shipped plants to every part of the country. These testimonials were unsolicited; we ask you to read them, that you will have an idea of what our service means.

As a closing argument, we ask you to be fair with yourself and give us your patronage this season.

Yours for a square deal,
Henry Emlong & Sons.

Buy Your Plants Direct from the Grower

You will **save money** by dealing with us, when you send in your order you can be assured that your best interests will receive the same careful attention that we would want if we were buying plants from you. We have made a careful study of the plant growing business, and are satisfied that we have the experience and natural advantages to produce a grade of plants that are **sure growers**, and which will, with proper care, produce the amount of fine, luscious berries that you can rightfully expect. We do not exploit our plants under an assumed name, we guarantee them pure and true to name. A large majority of them coming direct from the producer. We are always very conservative in recommending new varieties, and always give them a thorough trial under different conditions before offering them to our customers. We describe the different varieties as we have found them to be, and do not boast of having a "Prize Winner" just because we have a large stock of some particular variety. We know that a satisfied customer means more customers, therefore it is always foremost in our minds to give the very best we can produce. By our methods of exercising the greatest care in selecting the mother plants for our propagating beds, proper fertilization, favorable soil and climatic conditions, and our long experience in the fruit growing

business, we have stuck to the old varieties and improved them in certain ways, and will continue to do so for the benefit of our customers.

As usual we have had a very favorable plant season, and with our favorable conditions we have an excellent line of plants to offer, at prices that are within the reach of all. We treat all of our customers alike, the little orders receiving the same careful attention as the big ones. We believe we are justified in asking you for your patronage this season, that we may have the opportunity to prove to you conclusively that it is to your advantage to deal with the **SQUARE DEALING NURSEYMEN.**

OUR GUARANTEE

We guarantee every plant we ship to be just as represented in this catalog. Our plants are guaranteed to be strictly pure, true to name and packed so as to reach you in good growing condition (by express). If they are found to be otherwise we will cheerfully refund your money. **HENRY EMLONG & SONS.**

Express Rates per Hundred Pounds, from Stevensville to Points Named

Adrian, Mich.	\$1.20	Alton, Ill.	\$1.13
Detroit, Mich.	1.10	Anna, Ill.	1.13
Grand Rapids, Mich.60	Centralia, Ill.	1.03
Thompsonville, Mich.85	Farina, Ill.94
Albany, N. Y.	1.65	Pekin, Ill.87
New York City, N. Y.	1.73	West Salem, Ill.94
Beaver Falls, Pa.	1.13	Exeter, Mo.	1.92
Pittsburgh, Pa.	1.20	Jefferson City, Mo.	1.50
Still Pond, Md.	1.62	Joplin, Mo.	1.92
Cleveland, O.94	St. Louis, Mo.	1.13
Sandusky, O.87	Davenport, Iowa87
Van Wert, O.75	Des Moines, Iowa	1.43
Columbus, Ky.	1.33	Beloit, Wis.87
Lexington, Ky.	1.02	Sparta, Wis.	1.05
Humboldt, Tenn.	1.50	St. Paul, Minn.	1.58
Bluffton, Ind.68	Lincoln, Neb.	1.92
Borden, Ind.94	Topeka, Kans.	1.72
Crawfordsville, Ind.68	Austin, Texas	3.38
New Albany, Ind.94	Loveland, Colo.	3.35

Be sure to get your order in early for the Fall-Bearing varieties. Also order the wonderful Kellogg's Prize. We know they will please you. Order early by all means.

General List of Strawberry Plants

The varieties described under this list are those that we have fruited and know them to have merit. We give all varieties a thorough test, and if we find that it is not worthy we discard it, thereby we give our customers the benefit of our long experience. We could not say positively that all varieties on our list will do well in your particular territory, for it is very likely that some will not, as some varieties will do well in certain localities and prove a failure in others, and that is the reason why an up to date berry grower keeps trying out different varieties until he gets the ones that are the most valuable to him. Any information that we have will be gladly given for the asking.

As a rule Strawberries should be planted 16 inches apart in the row, with the rows four feet apart, requiring about 7,000 plants per acre. Our plants are tied in neat bunches of 25 plants each (generally 26 to 28).

Varieties

HELEN DAVIS (S.) One of the newer kinds and a very promising sort. A most productive variety of unusually large berries of crimson color all the way through. It makes a nice row and is bound to meet with general favor. The plants are strong and healthy, producing strong fruit stems and many of them. The fruit is of extra fine quality and appearance; the flavor is of a peculiar velvet quality not found in others.

We urge all of you to buy Helen Davis plants this season; they will not disappoint you.

EARLY OZARK (S.) A wonderful large, early berry of excellent flavor and a good shipper. Early Ozark is the largest and most firm of the early varieties, one of the reasons why its demand is ever increasing. It is a rather slow plant maker, and if a good row is desired the

A sure grower—Note the long, fibrous roots.

plants should be set not more than 12 inches apart. Early Ozark is supposed to be a cross seedling of the Excelsior and Aroma.

CHARLES I (S.)

This is another of the early sorts and is making friends in every section of the country. It is a better plant maker than the Early Ozark, the plants are smaller, as also are the berries. Will do best on light soil. The fruit is of excellent flavor and quite firm. We advise you to give this variety a trial.

AUGUST LUTHER (S.) This is recommended as the very best early Strawberry grown. August Luther is prolific, comes early and continues to bear until practically every berry reaches a good size. Fruit is very uniform in size and shape. Plants are healthy and make good row. The fruit is of good size, firm and very easily picked. It succeeds best on rather light soil.



Helen Davis



Early Ozark



Senator
Dunlap.

er. The plant is very vigorous and healthy, the foliage is light green in color and somewhat resembles the Haverland, but is more upright and sturdy. Clyde is prolific, the fruit is light in color and does not ripen evenly. Does best on rather heavy soil.

HAVERLAND (P). Exceedingly productive. Fruit large and of good quality. One of the most popular of the well tested varieties. It will stand quite a heavy frost, often bearing large crops when others are killed. You can always depend on a large crop, and they are bought largely for main crop in all parts of the country. They make a good sized fruiting row and mature an immense amount of fruit.

BUBACH (P). We have always considered the Bubach a very profitable variety. The plant is rather large and fine looking, but a slow plant maker, the berry large and showy. While it is hardly firm enough for long distance shipping, it will hold up for ordinary marketing and owing to its fine appearance commands top prices on all markets. If you have a nearby fancy market it will pay you to get a large, fine-looking berry.

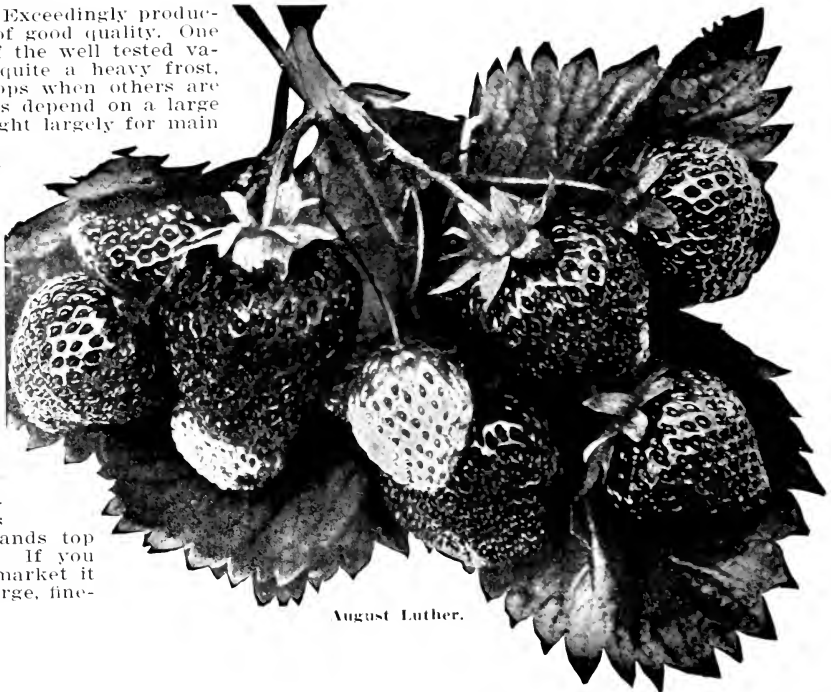
MICHEL'S EARLY (S). One of the earliest varieties grown. Although the plant is rather small it is a robust grower and makes a good row. Fruit is of medium size and fair quality. An excellent fertilizer as it blossoms early and late. This old variety is known wherever Strawberries are grown, but you will find Early Ozark and August Luther to be much better berries.

BEDERWOOD (S). A good staminate to fertilize the earlier pistillate varieties. A very heavy bearer, but the fruit is rather small. The plant is a thrifty grower and sends out a number of plants, very deep rooted and consequently a very good drouth resister.

SENATOR DUNLAP (S). This variety has been very highly recommended since its introduction in 1900; it is grown in every section of the country. It does well in every section of the country, producing fine crops of fruit regularly. Senator Dunlap is of the Warfield type, has a perfect blossom, is hardy, a splendid keeper and seems able to produce an enormous crop of fruit under any circumstances. It is a first class shipper and retains its brightness long after picking. It always looks well on the market and sells at top prices. The best proof we have that this berry is a big money maker everywhere is the fact that our customers are ordering Senator Dunlap in large quantities every year.

WARFIELD (P). This is an old standard and profitable sort for market, and there is always a great demand for plants. It succeeds almost anywhere. As it is a good runner it rarely fails making a good row. Berries are medium size, very firm and dark red color. There is no question but that the Dunlap is the best fertilizer for the Warfield, as they blossom and ripen at about the same time, and pack up nicely together in the same crate, thus avoiding the extra care and labor of keeping them separate at picking time. Warfield is an excellent canning sort and are in great demand.

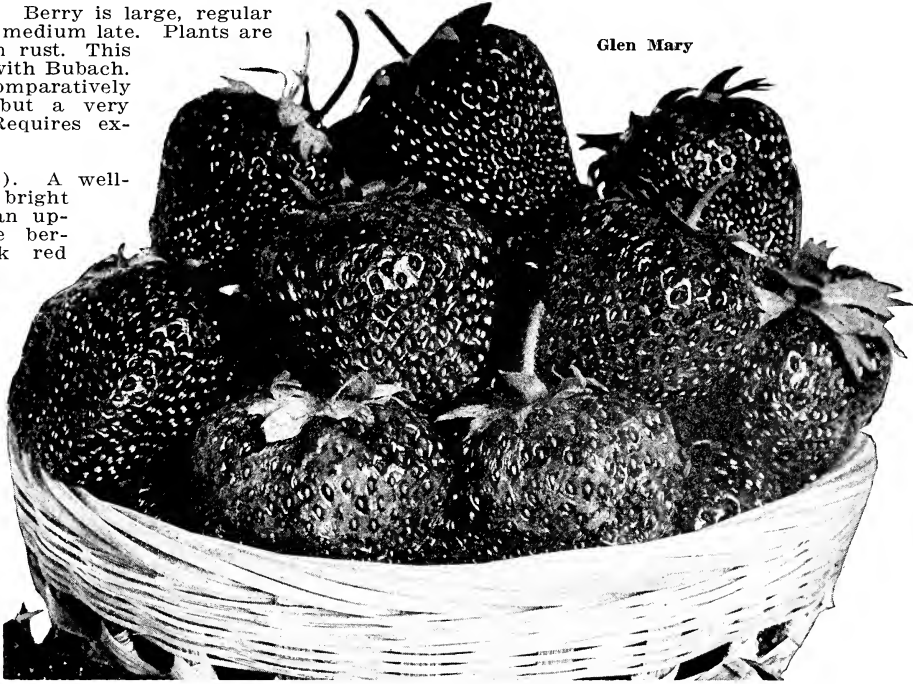
NORWOOD (S). The plants are strong, making a liberal number of runners. Has a perfect blossom and holds its size well through the season. The berry is conical and regular in shape and excellent flavor. Color dark red all the way through, growing darker with age. It is firm, a good keeper and will ship well. A good berry for fancy fruit, but we do not recommend it for commercial purposes.



August Luther.

UNCLE JIM (S). Berry is large, regular form, and season is medium late. Plants are large and free from rust. This variety goes nicely with Bubach. Uncle Jim is a comparatively new introduction, but a very profitable berry. Requires extra rich soil.

GLEN MARY (S). A well-known variety, bright green foliage and an upright grower. The berries are big, dark red beauties, commanding the very best prices. The meat is rich, juicy and crimson in color. As it is an excellent shipper, it is very popular, and for fancy local market there are a very few varieties that can equal Glen Mary. The demand is extra heavy for this extra profitable variety every year and we suggest that you place your order early. Our stock is pure and of the very best.



Glen Mary

POCOMOKE (S). This old standard variety is nearly identical with the newer variety, the Improved Pocomoke or Gibson. The only difference in the two varieties is that the Pocomoke does not make the large, thrifty growth nor does it produce the evenly shaped, large berries for which the Gibson is noted.

GIBSON (S). The Improved Pocomoke or Gibson commences to bear with the Senator Dunlap, but owing to its wonderful productiveness it continues till quite late. It is a very strong grower, with long roots that withstand dry weather, and has plenty of dark green foliage to protect its enormous crop of fruit from the direct rays of the sun.

Note these qualifications:

The vines are loaded with berries. You will hardly understand how the vines can produce such quantities of fruit.

The berry is extra large, beautiful dark red, excellent flavor and very firm, making it a very valuable commercial variety.

Fruit stems are strong and upright. This keeps the berries out of the sand, where they are easily seen and picked.

We predict that the Kellogg's Prize and Gibson are the coming varieties and advise you to order a good number of each.

We have an excellent stock of these plants, but advise you to order early, as the supply is never able to meet the demand.

AROMA (S). A popular variety, grown throughout the country. Foliage is smooth, of the spreading habit and gives the sun a clear right of way to the crowns. The leaves are long, broad and clean. As a pollenizer for the late pistillates it is unexcelled, and its picking season is unusually long. The berries of this variety are large, bright red and very firm, the flavor of the fruit is deliciously aromatic, very rich and the flesh is smooth and solid. We will guarantee the fruit of Aroma to please all who give it a fair trial; it cannot well be beaten in the quality or the quantity of fruit produced. The plants are in great demand and we ask you to order early. Aroma is the best late Strawberry grown and there is always big profits in very late Strawberries.



Gibson



Stevens Late.

GANDY (S). This is one of the leading late varieties with fruit growers all over the country. The plant is a strong grower. The fruit is large and firm, requiring strong soil and fertilizers to do its best. It is very late, and a big, showy berry. Gandy is always quoted at the highest price in all markets. It is the finest looking fruit and sells quickly at top prices. A variety that is always in great demand, and would advise you to order early.

BANDYWINE (S). A valuable late Strawberry, especially adapted to home use and canning, owing to its very dark color and fine flavor. Brandywine is late, good shape, good quality, good size, firm and productive. A very good shipper, as it is a very showy berry, making it a good market variety. A superb variety and careful culture will give magnificent returns; thrives best on good strong soil.

WM. BELT (S). For fourteen years this variety has been before the public, and almost from the first it took rank as the best of all in flavor. It is also superior in beauty and size. The color is bright red. The first berry to ripen on each stem is coxcombed, but the others are conical. The plant is grand and the foliage abundant and healthy.

STEVENS LATE (S). This new variety does well wherever tested. The originator describes it as follows:

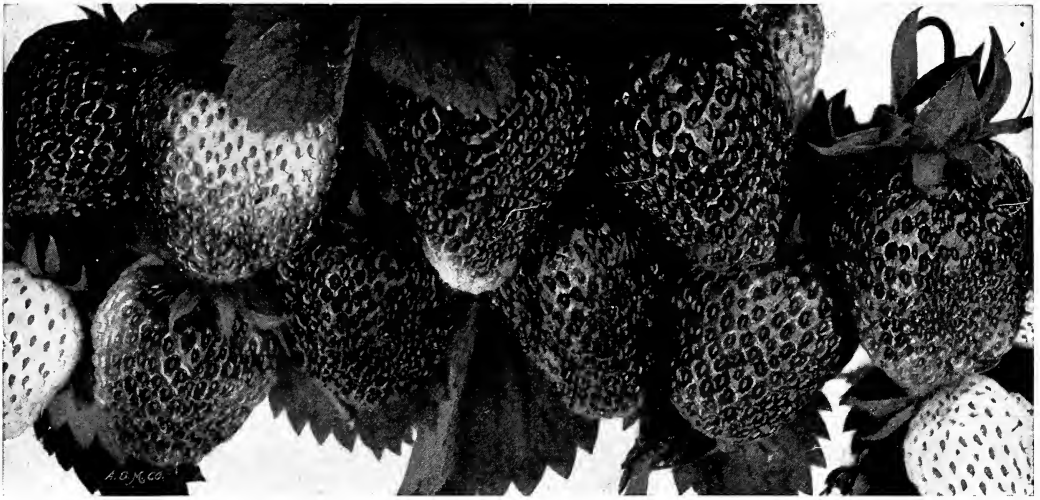
Very large, fine flavored, bright color, good shipper, a fine bed maker, a heavy yielder, fine foliage. It ripens later than the Gandy Prize, and lasts until the Fourth of July any season. It has never shown any sign of rust. The cap, which is double, has always kept green until the last of the season.

KLONDYKE (S). This variety is a general favorite in the South, does not do well in the northern section. This is one of the finest berries grown, as it is very attractive, frequently bringing a premium over other varieties, owing to its large size and unusual firmness.

SAMPLE (P). This variety produces a very heavy crop of extra fine, showy berries. Berry is of large size and fine quality, continues a long time in fruit; the berries are large to the last. It will yield as many berries as the Haverland and as large as the Bubach. Colors all over at once. Foliage perfect, fruit perfect. We advise you to include Sample in your order.



Gandy. (Two-thirds natural size.)



Warfield.

CHESAPEAKE (S). One of the newer varieties. It is from medium to late in ripening, bears very large, fine looking berries of excellent quality. It is only moderately productive, but the berries reach an enormous size. An excellent shipper, and the demand for this variety is increasing every year.

BUSTER (P). This berry is a cross between the Bubach and the Sharpless. It is a great improvement over the old Bubach. It seems to be the Bubach plus the improvements that you would want in it. It is much more productive, and will stand much more cold weather than the Bubach. The fruit is of excellent quality, good flavor, very firm and attractive. Would advise those who are in the habit of setting Bubach to set out this new variety.

BIG JOE or JOE JOHNSON (S). Following is the description of several growers:

"It ripens about the same time as the Chesapeake. The Joe Johnson is very productive of very large berries. It is a beautiful red berry with a bright green calyx, which adds greatly to its beauty and market value. Flavor is of the best; a perfect table and canning berry, and one of the best shipping varieties. Has a perfect flowered blossom and is a strong pollinizer. You will make no mistake in planting Joe Johnson."

FENDALL (S). A new variety of great promise. It is a seedling of the Wm. Belt, a vigorous plant maker, making a very large fruiting row. The berries are large, even and uniform in shape, delicious flavor, and very attractive. The producer claims that it will pro-

duce two times as many berries as the Dunlap, Glen Mary or Wm. Belt.

We advise you to give this variety a trial.

KELLOG'S PRIZE (P). We believe Kellog's Prize to be the most profitable variety of Strawberries before the American public today. This is a very strong statement, but if we were growing Strawberries for market Kellog's Prize would head our list of varieties. We have never tested a variety that has so many superior points as this variety, and it is being grown in all parts of the country with equal success.

Please read our description carefully. Kellog's Prize commences to bear with Senator Dunlap, Gibson, etc., but owing to its wonderful productiveness continues until late in the season. It is a very strong grower, with an abundance of long roots that withstand dry weather, and has plenty of dark green foliage to protect its enormous crop of fruit from the direct rays of the sun.

Productiveness—The vines are simply loaded with berries. You will hardly understand how the vines can produce such quantities of fruit.

Size—Extra large, round and regular; brings highest price on all markets.

Quality—The flavor is excellent, and owing to the tough skin of the berry it is an excellent shipper.

Fruit Stems—Are plenty, strong and upright. This keeps the fruit out of the sand, where they are clean and easy to pick.

Color—A beautiful dark red. The flesh of the berry is red clear through. Calyx is dark green, adding greatly to its beauty and market value.

From a Visitor

Cedar Springs, Mich., Nov. 20, 1915.

Henry Emlong & Sons, Stevensville, Mich.:

Gentlemen,—I recall with great pleasure my visit to your farm during the latter part of August. As I expected to order a number of plants, I made a special trip to your nurseries to inspect your stock. Upon viewing your fine plantings, and finding how well your plants were grown, I lost no time in giving you my order. Your Strawberry plants were exceedingly strong and healthy, and your Fall Bearing varieties were immense, such a sight I never before viewed; buds, blossoms, green and large ripe berries all on the same plants.

I can truthfully say that any one desiring to purchase berry plants, will certainly do well by placing their order with you. If they pay more than you ask it is my belief that they are paying a large part of their money for the expensive catalogs which are sent out by some dealers. I have seen your plants and know they are as good as can be grown.

Yours truly

FRED D. MILLER.

We received several nice orders from Mr. Miller's neighbors.

Progressive



The Wonderful Fall Bearing Varieties

Do not under any circumstances allow another season to pass without setting a good sized field to these wonderful and profitable berries. Fall-bearers are no longer an experiment, they are sure enough croppers, and will bear a wonderful crop of large, luscious berries in any locality. They will yield a large amount of berries the very FIRST season they are set. They begin to bear the August following planting, and continue their heavy fruiting through the months of September, October and November. We picked our last fall-bearers on Thanksgiving Day, notwithstanding the fact that we had several hard frosts before that date. Fall-bearing Strawberries, shipped to the Chicago market in 1915, brought from \$3.00 for the earlier to \$6.00 per crate for the latest. In order to get the Fall-bearers to do their best, you will find it necessary to remove all runners and bloom appearing on the mother plants until the latter part of July. Also it is necessary to have rich, well drained soil and to give them thorough, clean cultivation. It is not necessary that you should be an experienced fruit grower to succeed with the Fall-bearing varieties, and receive handsome profits from them, as the fruit finds an eager market in every locality and sells from twenty-five to forty cents per quart.

We ask you in due consideration for your best interests to get started with the EVER-BEARERS while the berries are commanding such high prices. We had a large stock of these plants last season, but could not begin to supply the heavy demand. We are looking for a much GREATER demand this season, and warn you to get your order in as soon as you receive this catalog. We have an excellent stock of all the leading varieties, and guarantee plants true to name and REAL FALL BEARERS.

Kellogg's Prize—A Valuable New Variety

We believe this to be the coming standard late variety; we have been testing out this variety, under different conditions, and find it to surpass any variety we have ever grown. It is the most perfect berry we have ever tested, in yield, in quality, in reliability, in beauty of form, in flavor, and in its enormous productiveness and its surpassing attractiveness when placed on the market. In a shipment to the Chicago market during the last season this wonderful new variety sold

seventy-five cents higher per crate than either Senator Dunlap or Gibson. One great point in favor of Kellogg's Prize is that it is grown with equal success in every part of the United States.

This is what an Illinois grower says of this variety: "Kellogg's Prize is the best berry I ever saw. Every ripe berry is a big one, and all look alike. It is the heaviest of fruited."

One of our customers in the Missouri fruit belt writes us as follows: "I want you to reserve 15,000 of the Kellogg's Prize plants for me. I expect to set three-fourths of my entire field to them, as they are the most wonderful berries I have ever grown."



Kellogg's Prize

One plant grower was so favorably impressed with the Kellogg's Prize that he charged his customers \$100.00 per thousand for them.

As we are always desiring to be of service to our customers, we advise you to place a good sized order for this variety. We do not advise you to do this that we may sell a large number of the plants, but we know this to be a profitable variety and one that will please you in every way. We are making the price very low for so promising a variety, and advise you to place your order at once, as our supply is rather limited. We guarantee our plants true to name, as they were bought from the introducer.

PROGRESSIVE (S). This variety is the most productive of the Fall-bearing varieties. Although the fruit is somewhat smaller than some of the other varieties, it more than makes up for this deficiency in its wonderful yield. The fruit is of a good quality, good flavor and quite firm. The color of the foliage, manner and habit of growth somewhat resemble the Dunlap. It will produce as many berries in June as the Dunlap. And as it bears fruit on the new formed plants, will continue to bear all summer and fall. One reason for the success of the Progressive is that it is a very strong grower, making a good row of plants in ordinary years if not allowed to fruit too early in the season. In growing the Fall-bearers the blossoms and runners should be removed from the new set plants until middle of July. We will guarantee our plants to be the true ROCK-HILL PROGRESSIVE.

SUPERB (S). The plants of the Superb are almost ideal growers. The runners are large, long and produce plants in great abundance the first year. This variety will NOT yield fruit the first season unless most of these runners are removed as fast as they appear. The second year the runners will not bother and after

bearing a VERY HEAVY crop of fruit in the spring will continue to bear all summer and fall. The berries are large, dark red, glossy beauties. In fact, they are the finest appearing of any of the Fall-bearing varieties, with the possible exception of the Americus. In order that this crop should be profitable it is necessary that the ground be kept well cultivated. The soil should be very rich, as they will not do well on poor, high land.

AMERICUS (S). Americus enjoys an almost universal popularity, and yields large quantities of fine-quality fruit. The foliage of the Americus grows close to the ground, similar to such varieties as Bubach and Aroma. It is wonderfully productive. The berries are extra large, never irregular, dark color, fine flavor and very firm and attractive, consequently it is a fine market variety. Americus behaves the same in fruiting capacity as the Superb, Iowa and Progressive; that is to say, it fruits heavily in the Summer and after the plants have had a few weeks' rest another set of fruit buds develop and it begins to fruit in August and continues throughout the fall months. This variety makes a good sized fruiting row and will give the grower excellent profits both fall and spring. We advise you to set of this good variety.

IOWA (S). This Fall-bearing variety was introduced by M. Crawford of Ohio, well known as an authority on Strawberries. The berries are of medium to large size, nearly round, good appearance and quality. This variety does not grow an abundance of plants, but will bear a large crop of fruit on the mother plants. Iowa closely resemble the Progressive in size, form and habits of fruiting.



The Popular Cumberland Black Raspberry.

Black Raspberries



Cuthbert Red Raspberry.

Black Raspberries, to do their best, should have a warm, dry, rich piece of land. It is a very profitable crop, as it comes at a season when other fruits are scarce. Black Raspberries should be set three and one-half feet apart in the row, with the rows seven feet apart; this requires about 1725 plants to the acre. Set in same manner as Strawberries.

CUMBERLAND. The biggest Black Cap grown. We offer this berry with the assurance that it is the most profitable variety yet grown, because of its great productiveness, firmness and immense size.

A very hardy variety, having withstood a temperature of 16 degrees below zero without injury. Fruit is jet black and of extra fine quality. We advise you to plant Cumberland for profit.

KANSAS. Entirely healthy, with tough, clean, hardy foliage. The fruit is very large, of black glossy color. Firm and of best shipping qualities, very productive and has an extra long picking season. Very valuable for home use and market.

GREGG. Fruit very large and covered with bloom. Gregg has been the leading market variety all over the country. A good all round late black cap. In quality it is hard to beat. They are very large and productive.

EUREKA. This is a fine, large, extra early black cap. Ripens just ahead of Kansas. Fruit large and of good quality, firm and does not crumble in picking. A good strong, thrifty grower, hardy and very productive. There is always big money in the early raspberries.

PLUM FARMER. We guarantee Plum Farmer to bring you a paying crop of extra fine fruit. It is a new variety, but is gaining friends everywhere. The plants are very healthy, have a silvery bluish appearance when ripened in the fall, and it will succeed where

others fail. The fruit is grayish black, very firm, a good shipper, attractive and of the very highest flavor; it is adapted for evaporating, as well as for fresh market or home use. Plum Farmer is a good variety and you should have some; do not fail to include them in your order this spring. We have a large stock and guarantee them to be pure.

Red Raspberries

We recommend Red Raspberries as the best paying fruit you can grow. They will grow on any good rich soil that is not too wet. Red Raspberries have commanded very high prices for the past several years, and will continue to do so for a number of years to come. Now is the time to set them; get started this spring. Red Raspberries should be set about three feet apart in the rows, with the rows six feet apart. This requires about 2425 plants to the acre. Set in same manner as Strawberries.

CUTHBERT. This is recognized as the leading late market variety all over the country; strong grower, very productive, fruit firm, largest size and good quality. Cuthbert is perfectly hardy, always yielding immense crops in all parts of the country. There is not a fault with the Cuthbert. If you want a good all around berry, plant Cuthbert. We have grown our own stock and guarantee our plants first class in every way.

MILLER. The bush is a stout, vigorous grower, not quite so tall as the Cuthbert. The introducer describes it as follows: "Extreme hardness and productive as any. It is medium early, an excellent shipper, of good quality and attractive color. It should be tried by all who want a good shipper to distant markets."

EARLY KING. This new variety is coming to the front rapidly. Among its many points of excellence are these: Extreme earliness, canes strong growing and hardy, never having winter killed since its introduction. The very best raspberry we have ever grown. Extra early and a good shipper. We advise you to grow this valuable new variety.

ST. REGIS EVERBEARING. This is a sure-enough ever bearer, after the fruiting canes finish bearing their crop in summer it begins bearing on the tips of the new canes and with favorable weather will ripen a good crop of fruit in the fall. These same new canes, living through the winter and bearing a heavy crop of fruit during the next summer. It is considered as a profitable market sort, as it is one of the earliest to ripen. It is also very hardy. Our stock of plants is true, and we advise you to give them a trial.

FROM A LARGE MISSOURI NURSERY

Missouri, May 15, 1915.

Messrs. Henry Emlong & Sons.

Gentlemen,—The plants came in last night. I have them at the nursery. I want to say to begin with that they are the **FINEST PLANTS** I have ever received from **ANY ONE**. I wired a large order to another grower last night, but am sorry I did not order from you. You may depend on my orders in the future, as it is a pleasure to deal with a firm handling such high grade stock, and one that is so prompt and courteous.

PACKING COULD NOT HAVE BEEN BETTER.

Muskegon, Mich., April 8, 1915.

Henry Emlong & Sons, Stevensville, Mich.

Gentlemen,—Plants received April 8 in fine condition; think they are extraordinary good plants; packing couldn't have been better. Thanking you for your promptness, I beg to remain,

Yours truly,

W. L. KEEFER.

P. S.—Thanks very much for the extra plants.



Early King

Blackberries

Set in rich, dry soil. The plants should be set four feet apart in the row, with the rows seven feet apart, requiring about 1600 plants per acre.

WILSON. One of the largest and most productive of the early sorts; produces fruit in large clusters, sweet as soon as black, and a good shipper, as it holds its color long after picking. A much larger berry than most of the newer sorts. Needs protection in the north.

ELDORADO. Berries are large, jet black and good flavor, borne in large clusters and ripen well together. Has never been known to winter kill. A very profitable variety.

MESEREAU. Originated in New York. Canes are very strong, hardy and upright growers. Very productive and the fruit is of excellent quality and flavor.

LCRETIA DEWBERRY. This is the standard of all the Dewberries, earlier than the earliest blackberry and as large as the best of them. The canes are of the trailing habit, very hardy and prolific, entirely free from disease and insect attacks. The fruit is large, ships well and keeps well.

THE BEST PLANTS HE EVER BOUGHT

Sharon, Tenn., March 26, 1915.

Gentlemen,—Your berry plants came in O. K. Must say that you certainly know how to grow plants, as they are the finest I ever bought. The finest rooted and good count; gained over a hundred plants. You will surely get my order when I need anything in your line.

Very respectfully,

W. J. ALLEN.

IS WELL PLEASED

Worcester, Vt., May 18, 1915.

Gentlemen,—Plants arrived in fine shape; they were fine plants, the best I ever got. Will give you an order next year, if I send anywhere.

THERON W. HATCH.

A TRIBUTE FROM CALIFORNIA.

Folsom City, California.

Gentlemen,—Your plants arrived today and they are certainly wonderful. I never saw anything better in strawberry plants than the Superb and Gibson you sent me. Every plant is growing.

E. P. FAIRMAN.



Concord

Currants

LONDON MARKET. The very best red currant we have ever fruited. A strong grower, large fruit and very productive. Plant is extremely vigorous, with perfect foliage, which it retains through the season.

FAY'S PROLIFIC (RED). A very well known and popular currant, grown in every part of the country. Color deep red, great bearer, large bunches and berries hold their size well throughout the season. Fine flavor, not so sour as some.

WHITE GRAPE (WHITE). Very large, yellowish white, sweet or very mild acid; excellent quality and valuable for the table. We recommend this as the best of the white sorts.

Winterset, Ia., May 11, 1915.

Gentlemen,—Your last lot of plants reached me in fine shape, as they came right through in two days. You must have mistaken the meaning of my note to you concerning the other shipment, as I did not intend to complain. I only lost about fifty plants, which I consider very good. But I must say that in all my thirty years of strawberry growing this is the first time I have had anyone make good something they thought was wrong. I most heartily thank you for honest dealing. I was glad to get the plants you sent me, as I had lost some 500 I had received from another plant man. (He did not make good.) From now on I will "ROOT" for Henry Emlong & Sons. Again thanking you for your **SQUARE DEALING**, I am yours respectfully.

If you care to write this gentleman personally we will be glad to give you his name. Our first shipment to him became damaged in transportation, and we duplicated the order free of charge. This is the kind of service that has made us a reputation for **SQUARE DEALING**.

FROM TENNESSEE.

Halls, Tenn., April 8, 1915.

Gentlemen,—Plants arrived in fine condition, strictly first-class plants. Will remember you in the future.

C. A. HURT.

Grape Vines

There is no yard so small but there is room for from one to a dozen grape vines. No fruit will give larger returns for close attention and good care. Turn a stony hillside into a vineyard, and otherwise barren ground will yield handsome profits. The grape may be confined to a trellis, run over an arbor, or extended until it covers a whole building, and still yield large clusters of most healthful fruit. Careful attention must be paid to pruning, which should be done when the vines are dormant.

CONCORD (Black). Late. The most popular grape grown, and deservedly so. Bunch large. Berries large and covered with rich bloom; the skin is tender, but sufficiently firm to carry well to distant market; flesh juicy, sweet and tender. A strong grower and very productive.

NIAGARA (WHITE). Bunch and berries greenish white, changing to pale yellow when fully ripe. Skin thin and tough; quality much like Concord.

MOORE'S EARLY. The most popular early variety. Moderate grower, healthy and hardy. Larger than Concord, same color, much better flavor.

CAMPBELL (EARLY). Is a new variety, in great demand; of the Concord type, but the bunch and berries reach an enormous size. It is one of the strongest growers, and one of the most hardy. It is recommended as the best of American grapes.

Gooseberries

DOWNING. Bush vigorous and very productive. Fruit medium to large, skin whitish green; flesh soft and juicy. Excellent for family use and very profitable for market.

"Still leads as the most profitable variety of the Americans. Best variety for general planting."—Michigan Agricultural Station.

HOUGHTON. Bush a vigorous grower, rather slender branches; very productive. Fruit medium size, pale red, tender and good. A reliable variety.

WANTS US TO KEEP HIM ON OUR LIST

Louisiana, Mo., May 10, 1915.

Henry Emlong & Sons, Stevensville, Mich.:

Gentlemen,—I received my plants all right; they were in fine shape. I think every plant will grow. They look fine, all good, nice, heavy plants. I counted the plants and found that they over run about 300, got 3700 but only ordered 3400. The Glen Mary were exceptionally fine plants. Any books or printed matter you send your customers at any time don't forget me. Wishing you success, I remain,

J. V. INCE.

FROM A COLORADO GROWER.

Fort Collins, Colorado, May 3rd, 1915.

Henry Emlong & Sons, Stevensville, Mich.

Gentlemen,—The Americus and Kellogg's Prize were received Saturday. They were the finest plants I have ever seen. Set them out and they are growing fine. I like your style; you are very courteous and liberal in your treatment. The plants formerly bought of you are doing nicely. Thanking you greatly, I am,

Yours truly,

JOHN S. CONGDON.

EVERY PLANT IS GROWING.

Bangor, Me., May 8, 1915.

Henry Emlong & Sons, Stevensville, Mich.

Gentlemen,—I received the strawberry plants in good order, quite a number more than my order called for. The Cuthbert plants were the finest I have ever seen. Every plant is growing and I hope to be of some service to you in the near future.

W. L. WALKER.

A TEXAS CUSTOMER WELL PLEASED.

Alvin, Texas, April 28, 1915.

Henry Emlong & Sons, Stevensville, Mich.

Gentlemen,—Received strawberry plants in fine shape. They were beautiful young plants and fine roots. Set them right out and every one is growing right off. Accept my thanks.

MRS. J. W. BEARD.

Price List of Plants, 1916

25 of a variety at hundred rates; 250 of a variety at thousand rates.

Strawberries

		Per 100	Per 1000	Per 5000
Aroma	(S)	\$0.50	\$2.75	\$11.25
August Luther	(S)	.50	2.00	9.50
Bubach	(P)	.60	3.00	12.00
Brandywine	(S)	.50	2.25	10.00
Bederwood	(S)	.50	1.75	8.00
Buster	(P)	.60	3.00	12.00
Charles I	(S)	.60	3.00	12.00
Chesapeake	(S)	.75	3.50	14.00
Clyde	(S)	.50	2.25	10.00
Fendall	(S)	.60	3.00	12.00
Big Joe	(S)	.75	4.00	15.00
Gandy	(S)	.50	2.00	9.00
Glen Mary	(S)	.50	2.25	10.00
Gibson	(S)	.50	2.25	10.00
Helen Davis	(S)	.60	2.50	11.00
Haverland	(P)	.50	2.25	10.00
Klondyke	(S)	.75	3.50	14.00
Norwood	(S)	.60	2.50	11.00
Michel's Early	(S)	.50	2.00	9.00
Pocomoke	(S)	.50	2.00	9.00
Sample	(P)	.60	2.25	10.00
Stevens Late	(S)	.50	2.25	10.00
Senator Dunlap	(S)	.50	1.75	8.00
Uncle Jim	(S)	.60	2.00	9.00
Enhance	(S)	.50	2.00	9.00
Early Ozark	(S)	.60	2.25	10.00
Warfield	(P)	.50	1.75	8.00
Wm. Belt	(S)	.60	2.25	10.00
Kellog's Prize	(P)	.75	4.00	15.00

EVERBEARING STRAWBERRIES

Americus	(S)	\$1.00	8.50	
Progressive	(S)	1.25	9.00	
Superb	(S)	1.00	8.00	
Iowa	(S)	1.00		

Red Raspberries

	Per 100	Per 1000	Per 5000
St. Regis (Everbearing)	\$1.00	\$12.00	
Cuthbert	.75	6.00	25.00
Early King	.75	5.50	23.50
Miller	.75	6.00	25.00

Black Raspberries

	Per 100	Per 1000	Per 5000
Cumberland	\$0.75	\$6.00	\$25.00
Kansas	.75	6.00	25.00
Gregg	.75	6.50	26.00
Eureka	.75	6.00	25.00
Plum Farmer	1.00	8.00	35.00

Blackberries

	Per 100	Per 1000	Per 5000
Blower	\$1.00	\$8.00	
Mersereau	1.00	9.00	
Eldorado	1.00	8.00	
Wilson	.75	6.00	25.00
Lucretia (Dewberry)	1.00	7.50	

Grapes

	Per 12	Per 100	Per 1000
Concord	\$0.50	\$2.50	\$20.00
Campbell's Early	1.00	5.00	45.00
Moore's Early	.75	3.50	35.00
Niagara	.70	3.00	30.00

Currants

	Per 12	Per 100	Per 1000
London Market	\$0.75	\$4.00	\$30.00
Fay's Prolific	.75	4.50	35.00
White Grape	1.00	6.00	

Gooseberries

	Per 12	Per 100	Per 1000
Downing	\$1.00	\$7.00	\$60.00
Houghton	.75	5.50	42.00



A Plant of the
Americus Everbearing Strawberry
Photographed in the Fall.

Premium Offers

On all orders amounting to \$5.00 or more received before March 15th, a cash discount of 10 per cent will be allowed.

With an order amounting to \$2.50 we will include 10 plants of the Kellogg's Prize. 25 plants with a \$5.00 order or 50 plants with a \$10.00 order.

We will also give the following additional premiums on all orders received before March 15th: Five plants each of the Americus and Progressive Everbearing varieties with a \$2.50 order; 10 of each with a \$5.00 order, or 25 of each with a \$10.00 order.

Premiums and discounts not allowed when special price is made on 5,000 lots.

Plants in Large Quantities—If you want plants in large quantities, write us a list of what you want. We can make you a low price on orders amounting to 10,000 plants or more.

Club Orders—We can make special prices on large orders. You can make quite a material saving if you will show our catalog to your neighbors and get them to order with you.